

## EXPLORATION OF MARKETING AND MANAGEMENT

This course is designed to introduce and provide an overview of marketing and management, as well as employment opportunities available in these fields. Students will explore important marketing concepts, functions, personality traits, and communication and interpersonal skills necessary for marketing and management careers.

**Recommended Credits:** 1/2 – 1\*

**Recommended Grade Levels:** 9<sup>th</sup>, 10<sup>th</sup>

**\*Note 1:** Standards to be completed for ½ credit are identified with one asterisk (\*). Additional standards to be completed for 1 credit are identified with two asterisks (\*\*).



## Exploration Of Marketing and Management

### **\*STANDARD 1.0**

The student will explore the nature and scope of marketing, management, and DECA.

### **\*STANDARD 2.0**

The student will assess characteristics of a successful employee.

### **\*STANDARD 3.0**

The student will assess career opportunities in marketing and management.

### **\*\*STANDARD 4.0**

The student will assess interpersonal skills needed in marketing and management.

### **\*\*STANDARD 5.0**

The student will apply human relations and communication skills required for the marketing and management careers.

### **\*STANDARD 6.0**

The student will apply and relate academic subject matter to exploration of marketing and management.

### **\*STANDARD 7.0**

The student will apply organizational and leadership skills.

### **\*\*\*STANDARD 8.0**

The student will analyze how exploration principles of marketing and management are applied in a specific work-based learning experience.

## **Exploration of Marketing and Management**

**COURSE DESCRIPTION:** This course is designed to introduce and provide an overview of marketing, management, and related employment opportunities. Students will explore important marketing concepts, functions, communication, and interpersonal skills necessary for marketing and management careers.

### **STANDARD 1.0**

The student will explore the nature and scope of marketing and management.

#### **LEARNING EXPECTATIONS**

The student will:

- 1.1 Analyze marketing functions and related activities.
- 1.2 Evaluate the importance of marketing and management.
- 1.3 Distinguish the types of businesses that market goods and services.

#### **PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET**

The student:

- 1.1 Differentiates between the four P's of marketing and explains how they relate to the marketing concept.
- 1.2 Explains how marketing serves people.
- 1.3 Categorizes the types of businesses found in a private enterprise system.

#### **INTEGRATION/LINKAGES**

Language Arts, Economics

#### **SAMPLE PERFORMANCE TASKS**

- Prepare a visual depiction of the four P's of marketing.

### **STANDARD 2.0**

The student will assess characteristics of a successful employee.

#### **LEARNING EXPECTATIONS**

The student will:

- 2.1 Examine an employee's responsibilities in an entry-level marketing position.
- 2.2 Analyze the rights of employees and employers.
- 2.3 Evaluate the importance of ongoing education as an employee.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 2.1 Investigates characteristics and actions that employers expect of employees.
- 2.2 Evaluates an employee's rights versus an employer's expectations.
- 2.3 Researches training methods provided by companies for their employees.

## INTEGRATION/LINKAGES

Psychology, Sociology, Computer Technology, Language Arts, Business Law

## SAMPLE PERFORMANCE TASKS

- Interview a manager/owner of a local business to determine expectations of an employee.
- Evaluate a school-based enterprise for a safe working environment.

## **STANDARD 3.0**

The student will assess career opportunities in marketing and management.

## LEARNING EXPECTATIONS

The student will:

- 3.1 Investigate career options in the marketing and management fields.
- 3.2 Explain the importance of marketing and management careers in a private enterprise system.
- 3.3 Discuss the benefits associated with careers in marketing.
- 3.4 Assess his/her values and interests as they relate to career choice.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 3.1 Assesses the career opportunities in marketing and management.
- 3.2 Explains the impact marketing has on the economy of the U.S.
- 3.3 Compares and contrasts benefits of a marketing career with those of other professions.
- 3.4 Completes an interest inventory.

## INTEGRATION/LINKAGES

Economics, Language Arts, Career Exploration

## SAMPLE PERFORMANCE TASKS

- Using a variety of resources, collect information about a specific marketing career.
- Develop a career plan to use in marketing yourself to potential employers.

## **STANDARD 4.0**

The student will assess interpersonal skills needed in marketing and management.

## LEARNING EXPECTATIONS

The student will:

- 4.1 Assess individual personality traits.
- 4.2 Determine techniques for creating positive first impressions.
- 4.3 Practice appropriate interpersonal skills.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 4.1 Completes a personality assessment test.
- 4.2 Role-plays applying for a job.
- 4.3 Participates in a team-building group activity.

## INTEGRATION/LINKAGES

Language Arts, Social Science, Leadership Development

## SAMPLE PERFORMANCE TASKS

- Participate in a mock interview.
- Compose a visual depiction of the results of his/her personality assessment.

## **STANDARD 5.0**

The student will apply human relations and communication skills required for the marketing and management careers.

## LEARNING EXPECTATIONS

The student will:

- 5.1 Demonstrate the importance of using effective communication.
- 5.2 Distinguish between the types of communication that are important in business.
- 5.3 Utilize proper grammar and vocabulary.

## PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 5.1 Prepares a classroom presentation on a marketing topic or career.
- 5.2 Creates a diagram illustrating all forms of business communication.
- 5.3 Evaluates sample resumes and cover letters.

## INTEGRATION/LINKAGES

Language Arts, Speech, Business Communication

## SAMPLE PERFORMANCE TASKS

- Role-play a situation using effective communication skills to tell an employee about a performance issue.
- Evaluate another student's classroom presentation using criteria of effective communication.

### **STANDARD 6.0**

The student will apply and relate academic subject matter to exploration of marketing and management.

The student will:

#### **Language and Fine Arts**

- 6.1 Utilize proper grammar and writing skills through business communication.
- 6.2 Utilize effective verbal communication skills.
- 6.3 Utilize the principles of art in preparing visual presentations.

#### **Mathematics**

- 6.4 Apply mathematical calculations as they relate to a chosen career field.
- 6.5 Utilize graphs to illustrate data.

#### **Social Studies/Social Sciences**

- 6.6 Analyze vital statistics of a population (demographic, geographic and psychographic).
- 6.7 Examine government regulations imposed on business.
- 6.8 Analyze a chosen career from a historical perspective.
- 6.9 Complete a personality assessment.

### **PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET**

The student:

#### **Language and Fine Arts**

- 6.1 Prepares a resume.
- 6.2 Demonstrates interview skills.
- 6.3 Prepares a shadow box display or other graphic visual.

#### **Mathematics**

- 6.4 Performs calculations appropriate to a chosen occupation.
- 6.5 Prepares a graph.

#### **Social Studies/Social Sciences**

- 6.6 Examines the demographics of the school population.
- 6.7 Researches a recent government regulation.
- 6.8 Selects a career and examines the future employment possibilities.
- 6.9 Matches a personality assessment with a job.

### **INTEGRATION/LINKAGES**

Language Arts, Psychology, Economics, Government, Career Exploration, Business Law,

Mathematics, SCANS, Marketing Education National Standards

### SAMPLE PERFORMANCE TASKS

- Prepare written and oral reports.
- Construct graphs to illustrate data.
- Evaluate results of a personality assessment.

### **STANDARD 7.0**

The student will apply organizational and leadership skills.

### LEARNING EXPECTATIONS

The student will:

- 7.1 Demonstrate a knowledge of DECA.
- 7.2 Utilize critical thinking in decision-making situations.
- 7.3 Identify and demonstrate personal characteristics needed in leadership situations.

### PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 7.1 Relates his/her knowledge of DECA through a written or an oral evaluation.
- 7.2 Solves problems utilizing role-play, team decision-making, and DECA projects.
- 7.3 Demonstrates leadership characteristics in task/project responsibilities in the class or DECA activities.

### INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Marketing Education Advisory Committee, Chamber Partnerships, Language Arts, Speech, Mathematics, Business Communications

### SAMPLE PERFORMANCE TASKS

- Join and participate in DECA.
- Make a passing score on an oral or written evaluation on DECA and leadership.
- Compete in regional, state, and national DECA competitive events.
- Run for state or national DECA officer.
- Participate in group projects.
- Organize a DECA project.

### **STANDARD 8.0**

The student will analyze how exploration principles of marketing and management are applied  
In a specific work-based learning experience.

### LEARNING EXPECTATIONS

The student will:

- 8.1 Apply exploration of marketing management principles to a work-based situation.
- 8.2 Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities.
- 8.3 Evaluate and apply principles of ethics as they relate to the work-based experience.
- 8.4 Employ the principles of safety to the work-based experience.

#### PERFORMANCE STANDARDS: EVIDENCE STANDARD IS MET

The student:

- 8.1 Scores average or above on the employer performance evaluation.
- 8.2 Designs a plan to include his/her schedule of activities.
- 8.3 Records and assesses workplace events based on the ethical implications.
- 8.4a Makes a passing score on a class-based or work-based safety evaluation.
- 8.4b Applies safety rules and regulations to the work site.

#### INTEGRATION/LINKAGES

SCANS, National Marketing Education Standards, Community Employers, Language Arts, Mathematics, Science

#### SAMPLE PERFORMANCE TASKS

- Compose and maintain a journal to include general work site experiences, time management planning, and evaluation of ethical behavior.
- Create a training manual for a new employee outlining the safety considerations for the job.
- Keep a report of wages and hours on the job.



## SUGGESTED RESOURCES

National Retail Merchants Association

Area Chamber Partnerships

Vocational Advisory Committees

SCANS

MarkEd – Marketing Education Resource Center

MarkEd Laps

National DECA

Chamber of Commerce

*Marketing Essentials*; Glencoe

*Marketing Foundations and Functions*; Southwestern

*Marketing Practices and Principles*; Glencoe

DECA Guide

DECA Handbook,

*DECA- A Continuing Tradition of Excellence*;

*Introduction to Marketing*

*Human Relations for Career Success*; Southwestern

*Fundamentals of Human Relations: Applications for Life and Work*; Southwestern

*Learning to Lead - Teambuilding*; MarkED

*The Job Interview - Marketing Essentials*; Glencoe

*Communication for Careers - Module B*; Southwestern

National Marketing Education Standards

OSHA

Department of Labor

Trade Journals

Internet

Occupational Outlook Handbook

Guidance Office

INFOE